

City of Reading Environmental Advisory Council Sustainability Communication Specialist

Six-month Contract Position: February 1 - August 1, 2023

Work from home

10 hours/week, 240 total hours

\$5000 stipend

*Works With City of Reading's EAC (Environmental Advisory Council
Communications Committee)*

Background: In July 2019 the Reading City Council passed a resolution committing the City to 100% clean and renewable energy by 2050. The City's administration is developing a Climate Action Plan for achieving that goal. The foundation for this work was completed in 2022. The Communication specialist will continue this work while at the same time take it a step further. To be effective and fair this plan will need to reflect the needs and character of the community's diverse residents. The communication specialist works with the Communications Committee to develop the communication tools

In 2022 the EAC updated its website, created an email function, started social media accounts, began mapping green infrastructure in Reading and sponsored events to broaden our outreach on Climate Change and sustainability issues. The Communication specialist will work with the EAC Communications Committee to develop content for social media postings, and assist with the development of creative and inclusive strategies to engage the community in shaping the Climate Action Plan.

The purpose of this effort is to increase awareness, provide educational information and encourage citizen action by assuring that community members can:

- ☐ Communicate their concerns
- ☐ Learn about the plan and how these issues impact them and
- ☐ Engage in the process of developing and adapting this plan

Qualifications:

- Good verbal and written communication skills.
- Excellent local relationships, understanding of the community
- Knowledge/interest in sustainability, community outreach.
- Experienced in online networking.
- City resident preferred.
- Bi-lingual Spanish and English preferred

Job Description:

- Maintain an online periodical devoted to the subject of sustainability in the City of Reading.

- Consistently publish relevant content, both online and otherwise (art exhibits, songs, dances, etc.), produced by a diverse, representative group of local community members, writers, and artists, that highlights the importance of the city's transition to more sustainable ways of functioning, considering economic, environmental, and social justice
- Identify contributors
- Drive traffic to the content/publication
- Develop relationships and coordinate with other organizations and websites to strengthen the sustainability network in The City of Reading and the greater Berks County area. (These organizations could include Earth Day Berks, PSU Sustainability Initiative, Steam program at Albright)
- Coordinate with the City's IT Department
- Integrate multiple forms of communication in efforts to identify contributors and drive traffic to content
- Identify, recruit, engage, and support individuals and diverse groups from the Reading community in scheduled "Listening Sessions," meant to connect the EAC and City's climate action planning with the specific concerns of its residents by way of intentional, focused listening. The location, size, and format of these sessions remain to be determined. We foresee them being both large and small, at a variety of locations throughout Reading.